

CHOICE SUMMER READING ASSESSMENT**DUE DATE: 9/15/14****Mrs. McNesby****9th grade Honors English**

Welcome to the creative marketing team at T-Rex Publishing, Inc.! As part of the team, your first project will be to produce a web page for the book that was assigned to you. The web pages will be created using Google Sites (www.sites.google.com). You will first need to create a Google account if you don't already have one.

Your web page will be a collaborative effort, meaning that you will be working with a partner or partners. Computer lab time will be allotted on 4 class days. There will also be class time to work with your group. Your web page should include the following criteria. We will review examples of these in class.

| Components | Explanation |
|--------------------------------|---|
| Synopsis | This one is simple: Give your audience a summary of the novel. Include characters, setting and plot ... without giving away the ending! No less than 250 words. |
| Book reviews | Each team member will write at least one review (50-100 words). Remember that a synopsis differs from a book review. On Twitter, check out: @HuffPostBooks or @nybooks. Or simply surf the websites of your favorite books to read reviews. The more reviews that you read, the more authentic yours will be! |
| Pull quotes | Incorporate at least two pull quotes that your group truly feels <i>reflects the theme of the book</i> . What are pull quotes? They are small selections of text that are <i>pulled</i> out and quoted in a larger typeface. They are a great way to attract attention to a particular point or to add some visual flair to a text-heavy page. You can style them in a variety of ways to make them stand out. They also work well for skim readers as a way to provide a preview or taste of the content on the page. (www.smileycat.com) |
| Graphics | Perhaps you want to include an image of the book itself. Or you might want to try your creative hand at crafting your own. Maybe you'll stumble upon other images that evoke the themes of the novel. Whatever the case, graphics are paramount on a web page. Too few may bore people. Too many may make it look sloppy. Find a good balance and choose graphics that are eye-catching. Think outside of the box! |
| Videos | Is there a movie trailer for your book? Could you create your own book trailer? Or interview others who have read the book? Use your imagination. |
| Social Media | How can your audience share the exciting news of this book? Twitter? Facebook? Google+? |
| Author information | Include an author biography, photo or even a link to an interview or podcast. Or all of the above! For podcasts, check out author's individual websites or www.authorsontourlive.com iTunes also offers "Meet the Author" podcasts. |
| Other books by the author | Remember that you're promoting the author on the web page. Research what other books or literary works he/she has written and include them. |
| Book Club Discussion Questions | Create at least five thought-provoking questions for others to use in a book club setting. |
| Excerpt | Choose an excerpt (a selection or passage taken from the book) that truly showcases it. To make you really think about this one, I'm adding a challenge: you may NOT choose the very first chapter of the novel. |

Again, all of the above are *required* criteria, but your web page is not limited to just these. Use this as your chance to WOW me as a creative marketing team. Show me your stuff!

Remember that this is an assignment for English class, not Computers. I expect each group to hit some road blocks with the technology – and that's OK! We're all learning Google Sites for the first time. But the writing I assigned within the project is paramount and will be carefully evaluated.